

AMENDMENTS TO THE CLAIMS

Applicant respectfully submits the following amendments to the claims.

1. (Currently Amended): An advertising display comprising: a plurality of display panels including at least one first display panel, at least one second display panel and at least one third display panel, the plurality of display panels cooperatively forming a polygonal display, wherein the plurality of display panels are operatively connected to a support frame, the support frame being operatively connected to a single mount, wherein the single mount is adapted and configured to operatively connect the polygonal display to a center pole in a manner such that the polygon display can be supported by and from the center pole solely via the single mount located within the advertising display; wherein the polygonal display is located within a ~~retail outlet~~ a retail establishment at a point-of-sale or a point-of-purchase in an elevated position; with at least one of the plurality of display panels having an electronic panel display exposed for display of electronic visual advertising information thereon and any remaining display panels of the plurality of display panels can display visual advertising information, wherein the at least one first display panel, the at least one second display panel and the at least one third display panel are facing generally in different directions; and a source of electronic advertising information operably associated with the at least one electronic display panel for displaying the electronic visual advertising information on the at least one electronic panel display.

2. (Original): The advertising display as set forth in claim 1, wherein the visual advertising information includes at least one printed advertisement.

3. (Canceled).
4. (Canceled).
5. (Canceled).
6. (Canceled).
7. (Previously Presented): The advertising display as set forth in claim 1, wherein the support frame includes a plurality of angle brackets.
8. (Previously Presented): The advertising display as set forth in claim 1, wherein the support frame includes a plurality of wall members.
9. (Original): The advertising display as set forth in claim 8, wherein the plurality of wall members each include a top flange portion located on the top of each of the plurality of wall members and a bottom flange portion located on the bottom of each of the plurality of wall members.
10. (Previously Presented): The advertising display as set forth in claim 1, further including at least one attachment mechanism connected to the at least one electronic panel display and connected to the support frame.

11. (Canceled).

12. (Cancelled).

13. (Previously Presented): The advertising display as set forth in claim 1, wherein the electronic advertising information for the at least one electronic display panel is digitally stored.

14. (Previously Presented): The advertising display as set forth in claim 1, wherein the source of the electronic advertising information for the at least one electronic display panel is from a global computer network.

15. (Original): The advertising display as set forth in claim 1, further including a plurality of the advertising displays connected to the source of electronic advertising information, wherein the plurality of electronic advertising displays are positioned in a spaced apart relationship.

16. (Previously Presented): The advertising display as set forth in claim 15, wherein the source of advertising information includes digitally stored advertising information provided to the plurality of advertising displays, wherein the plurality of advertising displays are operatively connected to at least one splitter, wherein the at least one splitter is operatively connected to at least one video receiver, wherein the at least one video receiver is operatively

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connected to at least one video transmitter, wherein the at least one video transmitter is operatively connected to at least one processor that utilizes the digitally stored advertising information.

17. (Previously Presented): The advertising display as set forth in claim 1, further including an exterior shell, having at least one opening therein, and positioned over at least one backing member, wherein the at least one backing member is positioned adjacent to the support frame and the exterior shell and the at least one backing member are operatively connected together to form a pocket for receiving a removable printed advertisement so that the printed advertisement can be viewed through the at least one opening in the exterior shell.

18. (Original): The advertising display as set forth in claim 17, wherein the exterior shell and the at least one backing member includes polymeric material.

19. (Original): The advertising display as set forth in claim 18, wherein the polymeric material includes moderately expanded, rigid polyvinyl chloride material.

20. (Previously Presented): The electronic advertising display as set forth in claim 17, wherein the at least one backing member is attached to a u-shaped frame, wherein the u-shaped frame is attached to the exterior shell and wherein the backing member further includes at least one stop for limiting longitudinal movement of the exterior shell in relationship to the support frame.

21. (Currently Amended): A method of displaying visual advertising information in at least three different directions comprising: providing a plurality of display panels including at least one first display panel, at least one second display panel and at least one third display panel, the plurality of display panels cooperatively forming a polygonal display, wherein the plurality of display panels are operatively connected to a support frame, the support frame being operatively connected to a single mount, wherein the single mount is adapted and configured to operatively connect the polygonal display to a center pole in a manner such that the polygon display can be supported by and from the center pole solely via the single mount located within the advertising display; wherein the polygonal display is located within ~~a retail outlet~~ a retail establishment at a point-of-sale or a point-of-purchase in an elevated position; with at least one of the plurality of display panels having an electronic panel display exposed for display of electronic visual advertising information thereon and any remaining display panels of the plurality of display panels can display visual advertising information, wherein the at least one first display panel, the at least one second display panel and the at least one third display panel are facing generally in different directions; displaying electronic advertising information on the at least one electronic panel display; and displaying printed advertisements on the remaining display panels of the plurality of display panels.

22. (Canceled).

23. (Canceled).

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24. (Original): The method as set forth in claim 21, further including positioning a plurality of the advertising displays, which are connected to electronic advertising information, in a spaced apart relationship.

25. (Previously Presented): The method as set forth in claim 24, further including: providing digitally stored advertising information to the at least one electronic panel display; operatively connecting the at least one electronic panel display to at least one splitter; operatively connecting the at least one splitter to at least one video receiver; operatively connecting the at least one video receiver to at least one video transmitter; and operatively connecting the at least one video transmitter to at least one processor that utilizes the digitally stored advertising information.

26. (Previously Presented): The method as set forth in claim 21, further including: inserting printed advertisements in an exterior shell, having at least one opening therein, and positioned over at least one backing member, wherein the at least one backing member is positioned adjacent to the support frame and is connected thereto, wherein the exterior shell and the at least one backing member are operatively connected together to form a pocket for receiving the removable printed advertisement so that the printed advertisement can be viewed through the opening in the exterior shell.

27. (Canceled).

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28. (Previously Presented): The advertising display as set forth in claim 1, wherein the center pole is a pipe.

29. (Canceled).